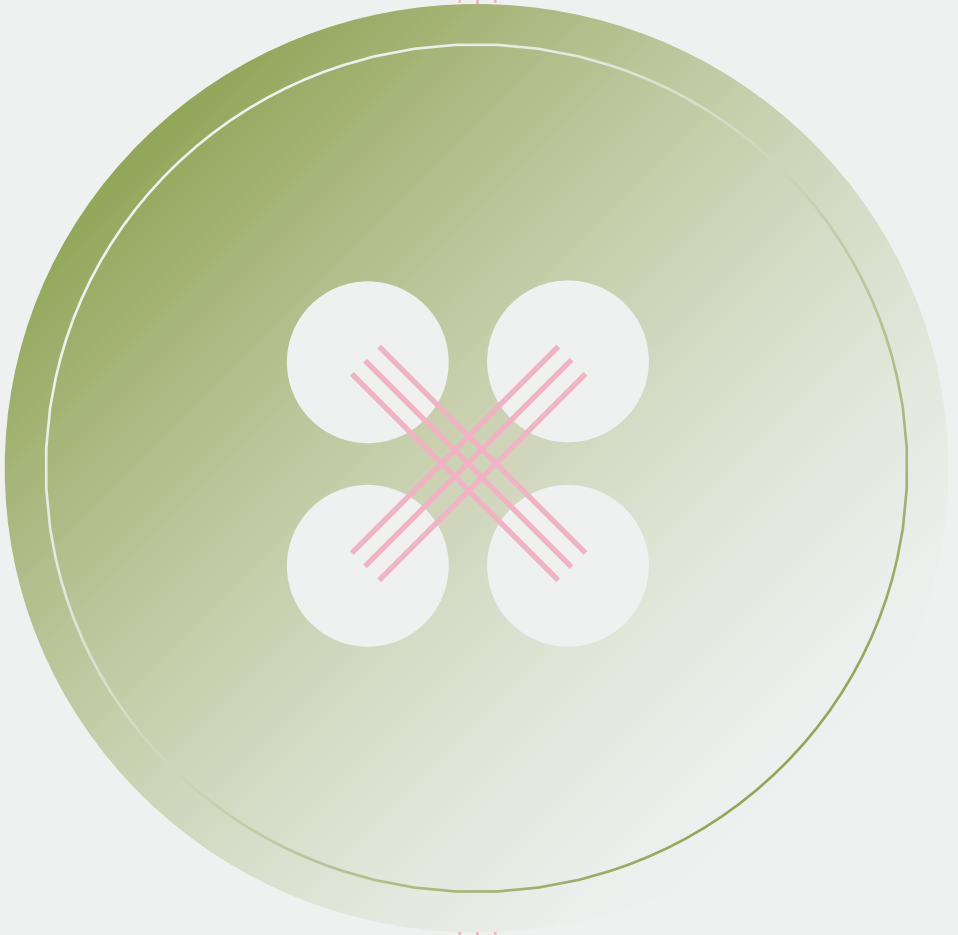


MANCHESTER
1824

The University of Manchester



**Fashion Business
and Technology**

2020
Undergraduate brochure

Fashion Business and Technology at Manchester

// Our Fashion Business courses provide the ideal launchpad for a successful career in the fast-paced, multi-million pound, global fashion industry. Our close links with industry tell us that Fashion Buyers, Marketers and Managers with a wide range of knowledge and skills are in high demand, so we've developed our courses to combine pure and applied management and marketing subjects with textile science, product development and commercial design technology. **//**

Prof William Sampson

Strong industry links with organisations such as Next, ASOS, Tommy Hilfiger and Arcadia.

Our BSc courses enable our students to understand the science and technology behind the fabrics and garments they work with, ensuring that they can create, manage and market commercially viable knitted, woven and printed fabrics and garments worldwide.

Our courses are accredited by The Textile Institute and The Chartered Institute of Marketing (CIM).

Facilities & resources

Our state-of-the-art facilities provide students with the very best opportunities and include:

- **Dedicated creative design studios**

- **Computer clusters with access to media design and multimedia learning packages including Adobe Creative Cloud, leading industry databases and trade publications such as WGSN, Edited and Drapers**

- **The biggest installation of Lectra in western Europe, supported by software and research development to support end-to-end garment processing, from product development to marketing considerations**

- **Industrial scale sewing, weaving, knitting, dyeing and fabric printing equipment.**





Learning support

Peer support scheme

Our peer support scheme is one of the largest in Europe. Peer mentors are higher-year students on the same degree programme as you, who will help you find your feet when you arrive here and adjust to student life. As they will have already been a student at Manchester for at least a year, they should be able to help you with anything you might be worried or unsure about.

Academic advisers

Study with us and you'll be assigned an academic adviser who is there to give advice about any academic issues throughout the duration of your course. Your adviser will be able to help you with the transition from school or college to university – and can help you get to grips with studying and learning more independently. They'll also be able to help you develop your skills in academic writing or research, making presentations, or any other skills that are specific to your degree programme.

PASS (Peer Assisted Study Sessions)

Led by volunteer students, PASS sessions will often be based around a specific area of study. You will have the opportunity to consolidate and build on your existing knowledge through discussion with other students in an informal and supportive environment, where you can compare notes, analyse, ask questions and talk through ideas.

DASS (Disability Advisory and Support Service)

If you have additional needs arising from a medical condition, physical or sensory disability, a specific learning disability such as dyslexia, or a mental health difficulty that affects your study, we can provide support. Contact or visit our Disability Advisory and Support Office before you apply, to discuss your needs and the support available.

www.manchester.ac.uk/dass

Find out more about the personal and academic support available to you throughout your studies:
www.manchester.ac.uk/study/experience/student-life/university/student-support



Apply

How to apply

www.manchester.ac.uk/study/undergraduate/applications

Please note that the course units listed in this brochure only represent a sample of the full breadth of available units for each course. Units are reviewed on an annual basis and as such may vary slightly to those advertised.

For up-to-date course information, including unit detail and entry requirements in full, visit our course finder:

www.manchester.ac.uk/undergraduate

Typical offer

A-level: AAB in three academic subjects excluding General Studies.

IB: 35 points overall with 6,6,5 in three subjects at Higher Level.

For full details of our entry requirements: www.manchester.ac.uk/ugcourses

We offer a range of alternatives offers, including EPQs and contextual offers. Please contact the Department for further information.

Our courses

Fashion Management	BSc	3 years
Fashion Marketing	BSc	3 years
Fashion Buying and Merchandising	BSc	3 years
Fashion Technology	BSc	3 years

Which course?

Choosing your course

Overview

Studying Fashion Business and Technology at Manchester will help you meet the growing demand for professionals who combine design awareness, technology and fashion with marketing and management skills.

Industrial experience

You may apply to extend your degree to four years, and spend your third year on industrial placement, giving you the opportunity to focus your career choice and explore options, as well as gaining invaluable experience to carry forward to job applications when you graduate.

You would be responsible for finding your own placement, working closely with the Careers Service and the Department's placement tutor. An industrial placement is a great way to put your knowledge and skills into practice and demonstrate your capabilities to potential employers.

Read more about industrial placements at:
www.materials.manchester.ac.uk/study/undergraduate/industrial-experience

Flexible options

All our Fashion Business and Technology courses share a common first year, giving you the flexibility to change courses at the start of the second year when you have gained a wider appreciation of each area.

Study abroad

You may apply to extend your degree to four years, and spend your third year studying abroad at one of our partner institutions in the USA, Australia, Hong Kong, Singapore, Canada, South Korea, New Zealand, France, Germany, Sweden, the Netherlands, or Portugal.

Read more about study abroad options:
www.materials.manchester.ac.uk/study/undergraduate/study-abroad

“ The interdisciplinary nature of our courses gives our students a valuable edge in the marketplace as they graduate with strong product knowledge as well as understanding the marketing and managerial aspects involved in running a fashion business. This enables them to function effectively across all parts of the business, from liaising with graphic designers, web developers and branding agencies, to apparel manufacturers and logistics providers. ”

Dr Patsy Perry

Senior Lecturer in Fashion Marketing

“ My course has been the best choice for someone who is interested in both fashion and business. It combines all areas of the fashion industry such as management, marketing, buying and merchandising, thus you gain transferable knowledge of various sectors within the industry. ”

Geaner Memet

BSc Fashion Management (first year)

Fashion Management

Fashion Management is the efficient and effective use of resources to achieve organisational goals in a timely and sustainable manner. Contemporary fashion management addresses a number of critical issues concerned with both managing and being managed in the context of the global fashion industry. These issues include new technology, complex environmental conditions, sustainability, cultural differences, changing organisational structures, and increasingly diverse working practices.

This course will develop your business and commercial insight together with an awareness of fashion that is underpinned by a foundation of product knowledge and technical skills. Fashion Management is explored in all aspects of business life including design, branding, production, sourcing, technology, and the supply chain.

Course overview

- Understand the science and technology behind fabrics and garments with a focus on contemporary management concepts in the context of the fashion industry.
- Strong links with industry, including our annual Made in Manchester careers event promoting student placements and graduate opportunities from companies such as Next, ASOS, Tommy Hilfiger and Arcadia.

Year	Sample course units
1	<ul style="list-style-type: none"> > Fashion Marketing and Retail > Management and the Apparel Pipeline > Raw Materials for Fashion
2	<ul style="list-style-type: none"> > Fashion Management > Operations Management > Fashion Business and Analysis
3	<ul style="list-style-type: none"> > Strategic Management > Fashion Business in the Digital Age > Fashion or Business project

UCAS code	BSc 3y	3M89	 The Chartered Institute of Marketing 
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Fashion Marketing

This course focuses on the way in which fashion products are marketed to consumers. You will study marketing theory with emphasis on the interface between design and creativity and commercial requirements.

Fashion marketing is about understanding and satisfying consumer needs. This course focuses on developing an understanding of the fashion consumer, consumer behaviour, segmentation, targeting and positioning, as well as internal and external influencers on individual and organisational decision-making. Fashion marketing considers the fashion product, the nature of pricing (with costing and global economics in mind), the way the product is branded, communicated and promoted to consumers and the environment in which it is sold.

A key feature of fashion marketing is the opportunity to study multimedia Computer Aided Design (CAD) in the context of brand concept and communication, and application. The concepts of marketing most relevant to fashion, for example visual merchandising, public relations, social media and multi-channel marketing, are given particular emphasis.

Course overview

- Understand the science and technology behind fabrics and garments with a focus on the marketing of fashion products in a global market.
- Strong links with industry, including our annual Made in Manchester careers event promoting student placements and graduate opportunities from companies such as Next, ASOS, Tommy Hilfiger and Arcadia.

Year	Sample course units
1	<ul style="list-style-type: none"> > Fashion Marketing and Retail > Management and the Apparel Pipeline > Raw Materials for Fashion
2	<ul style="list-style-type: none"> > Brand Management for Fashion > Digital Branding > The In-store Environment
3	<ul style="list-style-type: none"> > Strategic Marketing > Business Ethics, Sustainability and Corporate Social Responsibility > Fashion or Business Project

UCAS code	BSc 3y	3S61	 The Chartered Institute of Marketing 
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Fashion Buying and Merchandising

Fashion buying requires a strong commercial and analytical foundation. This course covers the role of the fashion buyer in multi-functional teams within businesses, for example, the ways in which buyers interact with marketers to understand consumer demand, and with merchandisers to facilitate the flow of stock in the most profitable way. This course also considers the changing nature of the supply chain, in terms of the speed to market and continual buying cycles, including fast fashion and seasonal buying strategies. The strong textile science and garment technology underpinning of this course offers you a unique understanding of the technical performance and construction of garments. The course also provides an emphasis on numerical and data analysis and the skills and knowledge essential to fashion buying. Students who graduate from this course will be equipped with the knowledge and skills needed for fashion buying or merchandising with employers such as Arcadia and ASOS.

Year	Sample course units
1	<ul style="list-style-type: none"> > Fashion Marketing and Retail > Management and the Apparel Pipeline > Raw Materials for Fashion
2	<ul style="list-style-type: none"> > Fashion Buying and Merchandising > Fashion Product Development > Buying Communication
3	<ul style="list-style-type: none"> > Buying Strategy > Fashion Business in the Digital Age > Fashion or Business Project

Course overview

- **Develop your ability to forecast and identify trends, analysing statistical data and acquiring an understanding of the business acumen required in fashion buying and merchandising.**
- **Strong links with industry, including our annual Made in Manchester careers event promoting student placements and graduate opportunities from companies such as Next, ASOS, Tommy Hilfiger and Arcadia.**

UCAS code	BSc 3y	6G49	 The Chartered Institute of Marketing	 The Textile Institute
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Fashion Technology

This course provides students with a strong knowledge base and professional business skills for the fashion industry, including an understanding of the fundamental knowledge of economics, product costing and operations management, as well as a technical understanding and appreciation for fashion materials, manufacturing processes, and garment creation.

You will be equipped with a keen insight into the fashion industry and its supply chain and be able to apply the techniques of problem-based learning in interdisciplinary groups. You will develop fundamental skills and advanced knowledge in fashion technologies for design and production of materials and for product development and innovation.

Course overview

- **Develop the professional business skills and state-of-the-art knowledge of innovative materials and technologies for emerging fashion and textiles markets.**
- **Gain a unique understanding of technical performance and product innovation, and the mechanisms through which these can be combined to deliver outstanding products and services.**
- **Strong links with industry, including our annual Made in Manchester careers event promoting student placements and graduate opportunities from companies such as Next, ASOS, Tommy Hilfiger and Arcadia.**

Year	Sample course units
1	<ul style="list-style-type: none">> Fashion Marketing and Retail> Management and the Apparel Pipeline> Raw Materials for Fashion
2	<ul style="list-style-type: none">> Garment Production and Technology> Fashion Business and Analysis> Fashion Product Development
3	<ul style="list-style-type: none">> Advanced Manufacturing> Technologies Sensors and Smart Textiles> Fashion or Business Project

UCAS code	BSc 3y	W245	 The Chartered Institute of Marketing	
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“ A key aspect of our courses is our championing of employability. We facilitate the development of skills and attributes that make our graduates more likely to secure employment and to succeed in their chosen occupations. **”**

Dr Iain Stalker
Lecturer in Technology Management

“ It's been so exciting to live and study in Manchester for my undergraduate degree. The course has been a real eye-opener for the fashion industry, and I have loved getting to know so many different people across disciplines. You get to learn about the industry at its roots. I never realised how much I would find myself and grow as a person here. Everyone is very friendly, and the support has been incredible throughout this journey. **”**

Rachel Cox
BSc Fashion Buying & Merchandising (graduate)

Career opportunities

Fashion Business and Technology graduates from The University of Manchester :

67%

Employed

19%

Further study

What our graduates do:

Fashion Buyer

Retail Manager

Design Manager

Product Developer

Merchandiser

Supply Chain Specialist

Marketeer

Where our graduates work:

Arcadia

Oasis

Next

Reebok

John Lewis

Gap

Paul Smith

ASOS

I've loved it so far! I'm studying Fashion Marketing and love the diversity of my course - you can be in a sewing lab one day and studying the apparel pipeline the next! I loved how everything you are studying is so up to date with current issues in industry, I took part in an internship during my first year and found they both overlapped so much!

Margaret Ward
BSc Fashion Marketing (first year)

Source: HESA, Destinations of Leavers from Higher Education (DLHE)



Inspirational experiences

We will make sure your time with us is filled with inspirational events, such as field trips to Milan and Paris. You will have the opportunity to take part in industry visits to factories and head offices. You will have the opportunity to attend internationally-renowned trade fairs such as Premierè Vision in Paris.

Your future is important to us and the employability of our graduates drives much of what we do. Our annual 'Made in Manchester' careers fair, aimed at promoting student placements and graduate opportunities in the field of fashion, textiles, materials and technology, provides opportunities to meet employers on campus. There are many other events throughout the year in collaboration with the University's award-winning Careers Service, including CV workshops, careers advice and recruitment fairs. You also have access to free memberships with professional organisations such as ASBCI, The Textile Institute and The Chartered Institute of Marketing (CIM).

The Department's Materials Society (MATSOC), run by our students, is the hub of our flourishing social and sporting activities. In addition, events, such as days out to exhibitions of interest, are organised throughout the year by the Fashion Society.



“ All of our students graduate with a BSc. The technology of textiles and manufacturing processes are really important in retail, and I think Manchester graduates have a brilliant grounding in the technical aspect, the design and creativity, and the management and marketing of business. We are such an interesting and innovative Department to be in. ”

Dr Helen McCormick
Senior Lecturer in Fashion e-tailing

“ Now I am finishing my degree, I feel so pleased I picked the course that I did as I have had the opportunity to cover so many important areas of fashion business through the course units I have picked. From textile testing and understanding the supply chain to merchandising maths and visual communication through InDesign, I have developed so many transferable skills that will increase my opportunities within the world of work. ”

Pascale Chalmers-Arnold
BSc Fashion Buying and Merchandising (2019 Graduate)

Make your mark with Stellify

// I wanted to try something completely new. Transforming unused and overgrown land into areas where fruit and vegetables can be grown gave my volunteering an environmental focus.

Volunteering is a different experience from study. For me, as a chemical engineering student, it's enabled me to think outside my discipline, which by its nature is very technical.

Here at Manchester, volunteering is embedded in the very heart of the University's culture – there are so many opportunities to try something new, which in turn can have such a positive impact on our communities.

//
Alessia Xu
MEng Chemical Engineering
with Industrial Experience

Read Alessia's story at:
www.manchester.ac.uk/make-your-mark

At Manchester you'll find a whole host of transformational academic and extracurricular activities to help you stand out and make your mark on the world. You could even prove your abilities to potential employers by gaining a prestigious award.

We call this process **Stellify**: to change, or be changed, into a star.

Stellify offers you opportunities to develop and grow at a university leading the way in social responsibility. Here's how.



Learn without boundaries

Enjoy interdisciplinary, international and entrepreneurial study options outside your course.



Understand the issues that matter

Become ethically, socially and politically informed on some of humanity's most pressing global issues.



Make a difference

Contribute to and learn from local and global communities through volunteering.



Step up and lead

Gain confidence and experience by assisting and inspiring your peers.



Create your future

Explore countless opportunities for professional career development.

STELLIFY

www.manchester.ac.uk/stellify

Manchester engineering campus development

A world-leading campus for teaching, learning and research, providing a brand new home for the next generation of engineers and material scientists.

It's a playground for engineers! It's got facilities and spaces - some social, some very technical - to let you work with other people to do some really amazing things.

Its workshops and lab spaces will become amplified centres of creativity, innovation and identity, allowing students to solve problems collaboratively to reflect the way industry works.

Learning will not be confined to the classroom - it will deliver a variety of adaptable and innovative learning spaces, recognising that there is no one right teaching and learning style.

Engineering is about creativity and the first thing you will see when you come into the building is students 'making' and 'doing'.

Our new campus reflects our pride in Manchester's rich academic and civic heritage, while showcasing our ongoing evolution of education and research.



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This brochure was printed in 2019 for the purposes of the 2020 intake. It has therefore been printed in advance of course starting dates and for this reason, course information may be amended prior to you applying for a place. There are a number of reasons why changes to course information and/or published term dates may need to be made prior to you applying for a place – more details can be found on our website. Prospective students are therefore reminded that they are responsible for ensuring, prior to applying to study, that they review up-to-date course information by searching for the relevant course at:

www.manchester.ac.uk/undergraduate/courses

Further information describing the teaching, examination, assessment and other educational services offered by The University of Manchester is available at:

www.manchester.ac.uk/undergraduate

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